



&

Trellis
marketing

**Maximizing Your Opioid and JUUL Settlement Funds: Evidence based
Awareness and Prevention Campaigns**



EDUCATION & AWARENESS PSA CAMPAIGNS

We invite you to partner with Trellis in these impactful campaigns to address the opioid & vaping crises.

Our sole source products are turnkey & easy-to-adopt, allowing local governments & health agencies to deploy vital messaging quickly, through a variety of media, using your prevention or settlement funds.

Collaboration through multi-county/regional partnerships are encouraged to maximize reach.



Amanda Lucchino,
VP/Director of Business Development



Cheryll Moore,
Senior Opioid & Nicotine Advisor



Catharine McCracken,
Founder & CEO



ABOUT TRELLIS

Trellis Marketing, Inc., established in 2006, is a certified M/WBE award-winning advertising agency & video production company specializing in advertising campaigns, media placement, digital & online presence, creative content, visuals & graphic design.

We are excited to talk with you about opportunities for Public Service Announcements (PSA) & related collateral to promote your community message.



MAKING SETTLEMENT DOLLARS GO FURTHER

Practical Strategies to Increase Awareness, Connect Residents to Care, and Measure Community Impact

In today's session we'll cover the following:

- How counties are using settlement funds to educate residents and reduce stigma
- Ways to reach youth, families, and at-risk populations where they already spend their time
- How county-branded awareness campaigns connect residents directly to local services and support
- Real examples from counties already implementing education and awareness initiatives
- How to measure impact and demonstrate responsible use of settlement funds

Every community is different. Today's presentation is intended to provide ideas, examples, and practical strategies that can be tailored to unique needs.



COUNTIES ARE BEING ASKED TO DO MORE THAN EVER BEFORE

When utilizing JUUL or Opioid Settlement Funds county departments and CBO's are expected to:

- Educate residents
- Reach people before a crisis happens
- Create a local track-able multi-media education campaign
- Connect residents to trusted local resources
- Demonstrate measurable community impact
- In many cases, even if local staff expertise are available they are expected to do this additional task with no addition time

**The challenge isn't just creating awareness...
it's reaching the right people with the right message—
and showing the impact.**



AWARENESS IS ONLY THE BEGINNING

The most effective campaigns don't stop at awareness. They create a simple path from education to action.

A Successful Campaign Should:

- **Reach people where they already spend their time**
 - Social Media
 - Streaming TV
 - YouTube
 - Digital platforms
- **Deliver messages that are relevant and easy to understand**
 - Prevention
 - Education
 - Hope
 - Recovery
 - Resources
- **Connect every resident to local resources**
 - County-specific information
 - Local providers
 - Treatment options
 - Prevention programs
 - Community support
- **Provide measurable results**
 - Campaign reach
 - Engagement
 - Website activity
 - Resource utilization
 - Community impact

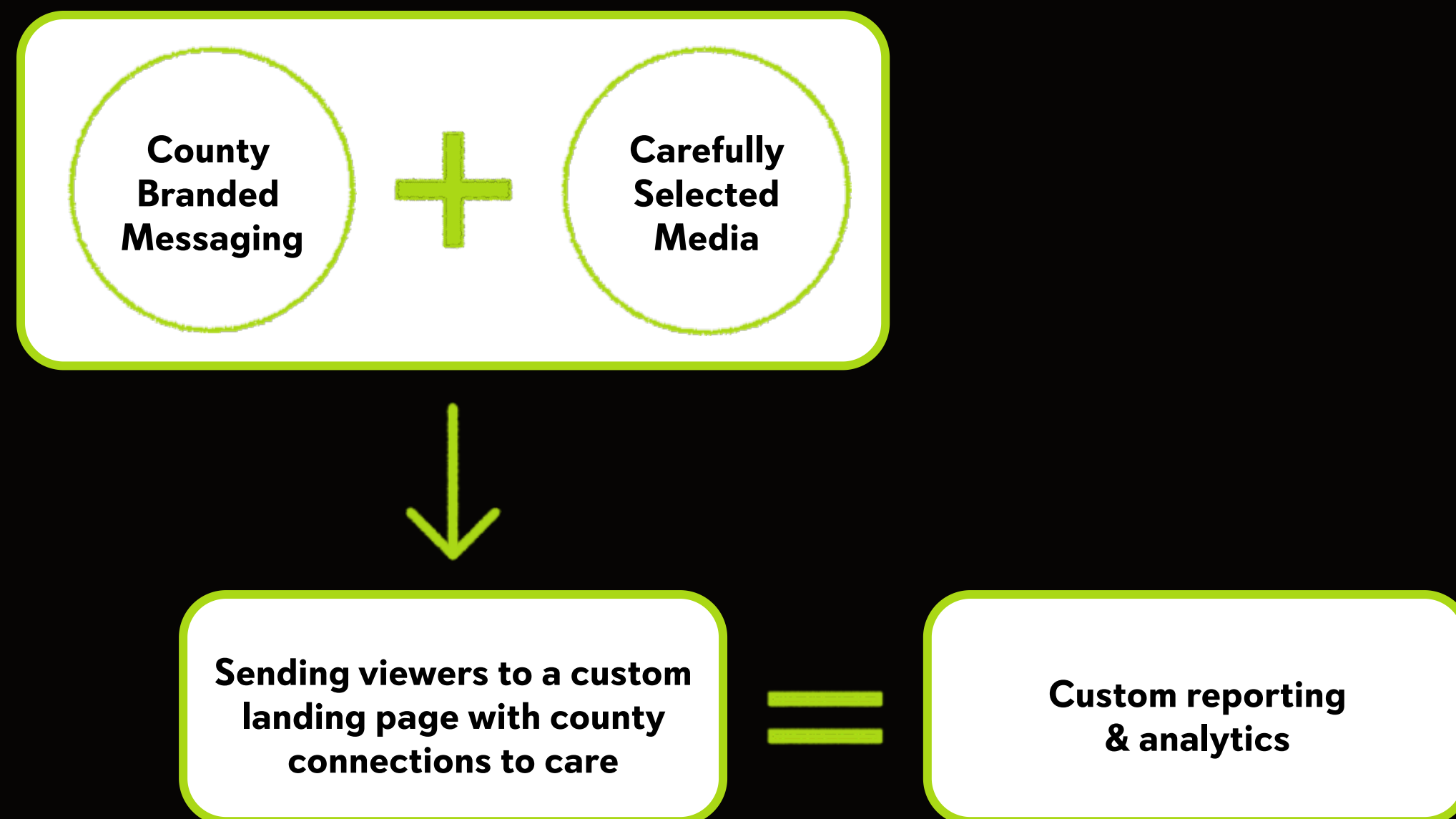
The goal isn't simply to raise awareness... it's to make it easier for residents to find help when they need it most.

AWARENESS & EDUCATION PROGRAM FLOW

Ongoing Awareness
& Education Program

Funded by
Settlement Funds

Flowchart of Program





CUSTOM BRANDED CREATIVE

**Our PSA library
continuously evolves to
reflect emerging trends
and community feedback.**

**Custom PSAs are
encouraged to address
your community's unique
needs and local data.**

At the heart of the campaign is a suite of custom county-branded PSAs.

Our current PSA Campaigns deliver a library of PSAs reaching various demographics & ethnicities, engaging families & friends & those struggling with substance use disorder or nicotine addiction

Opioid Messaging Example Topics

- Reducing the stigma that would prevent people from getting help.
- Dangers of recreational opioid use.
- Hope & Help: stories of real people & their journey of recovery

Vaping Prevention and Cessation linkage Messaging Example Topics

- Environmental Impact
- The right to choose messaging
- Health Impact relatable to youth



OPIOID AWARENESS & EDUCATION PSAs



Stories of Hope - Edward

Click to play:
https://www.dropbox.com/scl/fi/1nfms868ekv5ik8htynm0/hopehelp_main_b_livingston_30_3-1080p.mp4?rlkey=nbajyrlby7njxgaexzcvgibhn&st=pl9gy1v7&dl=0



Think Twice

Click to play:
https://www.dropbox.com/scl/fi/lyvdqqj5en7cg9swxjb3/opioidpsa_thinktwice_30_otsego_1-1080p.mp4?rlkey=0q4bcu6i9vycjg8975kpolmmb&st=b6u2cfc2&dl=0



Breaking the Stigma

Click to play:
https://www.dropbox.com/scl/fi/sx0nv7oukuv8w4708s6a7/trellis_anti_stigma_2025_steuben_a_30_1-1080p-1-1.mp4?rlkey=b1tvr41zls4s2w4fqkp1vp&st=9xkcv7o1&dl=0

YOUTH VAPING PREVENTION EDUCATION PSA's



Still Choosing?

Click to play:
<https://www.dropbox.com/scl/fi/gbwrneh7cxn160csggjpy/Still-choosing- Washington.mp4?rlkey=wf10e5hx4uzozcmx1mtxa2fb0&st=55f5a45y&dl=0>



Keep the Door Open V1

Click to play:
<https://www.dropbox.com/scl/fi/pxoohu07pnwnum4ry3s79/Keep-The-Door-Open V1 Washington.mp4?rlkey=ztrx0zcqtkrl5pqvtbuhti7ho&st=q4h29q4r&dl=0>



Impact

Click to play:
<https://www.dropbox.com/scl/fi/h8ugser86h1f4qotuxbof/Impact Washington.mp4?rlkey=bl59hbqdbuhy mfsj6k18vzc7q&st=kvcn2qrf&dl=0>

MEDIA PLACEMENT

SOCIAL MEDIA



- **Targeted Toward Youth:**

- Snapchat
- Instagram
- YouTube



- **Targeting Caretakers & Youth**

- Instagram
- Facebook



Recent Pew Research Center reports* indicate that more than 90% of young people engage with social media on a daily basis.

Instagram, YouTube, Facebook & Snapchat are among the most popular platforms.

* Teens, social media & technology 2024. Faverio, M. & Sidoti, O. Pew Research Center. December 2024.
(<https://www.pewresearch.org/internet/2024/12/12/teens-social-media-&-technology-2024/>)

Americans' social media use 2025. Gottfried, J. & Park, E. Pew Research Center. November 2025.
(<https://www.pewresearch.org/internet/2025/11/20/americans-social-media-use-2025/>)

STREAMING AUDIO & VIDEO

Non-skippable streaming ads.



Spotify is where teens discover music, shape identity through playlists, and stay plugged into culture – making it one of the most effective platforms for reaching them during focused, high-engagement moments.

- Its emotionally charged listening moments make health and prevention messages feel more personal and more likely to stick.
- Because teens listen during calm, uninterrupted times –like studying, getting ready, or riding to school, the platform creates a rare window where messages can land without distraction.
- Spotify's mix of music and mood-based playlists lets us meet teens exactly where they are emotionally, increasing the chances they'll absorb and remember the message.

YouTube is the go-to platform for teens to learn, explore, and be entertained, serving as both their primary search engine and their favorite place for short-form and long-form video content.

- YouTube is where teens go for answers, advice, and real stories—so prevention messaging naturally fits into the type of content they're already searching for, making it more relevant, relatable, and likely to be absorbed.
- Because teens watch YouTube in full-attention moments—like after school, before bed, or while taking breaks—it offers a perfect space to deliver impactful prevention messages through formats they already love, recognize, and engage with.

STREAMING AUDIO & VIDEO

Non skippable streaming ads

Premium Content Over 125 Leading TV & Media Brands

Top TV shows, hit movies, live sports and more!

- Direct relationships with trusted publishers
- Live and VOD (video on demand)
- Fraud-free, brand-safe, quality content
- No open-exchanges
- No user-generated content
- Non-skippable ads



DIGITAL ADS

Digital ads appearing on popular desktop and mobile websites, customized with your county branding, and delivered only to your county residents.



**OPIOID OVERDOSE RATES
HAVE**

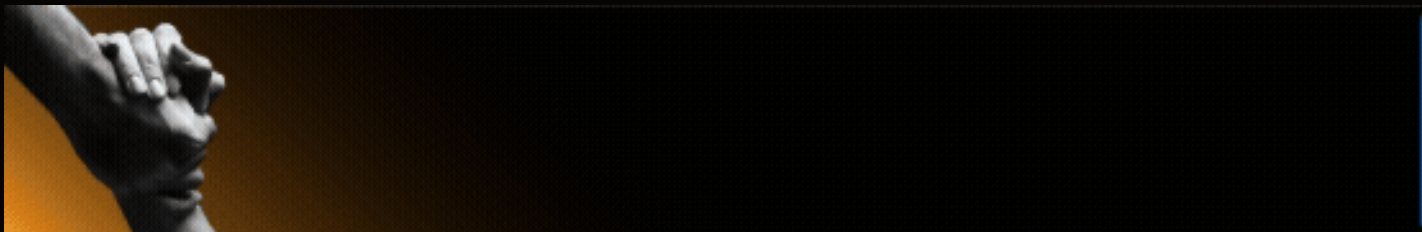
FREE NARCAN® & TEST STRIPS

FENTANYL IS 50 TO 100 TIMES

GetHelpNY
Text 898-211 Text, Talk, Heal.
Powered by 211 Helpline. | Data rates may apply.

4 OUT OF 5 PEOPLE STRUGGLING

GetHelpNY
Text 898-211 Text, Talk, Heal.
Powered by 211 Helpline. | Data rates may apply.



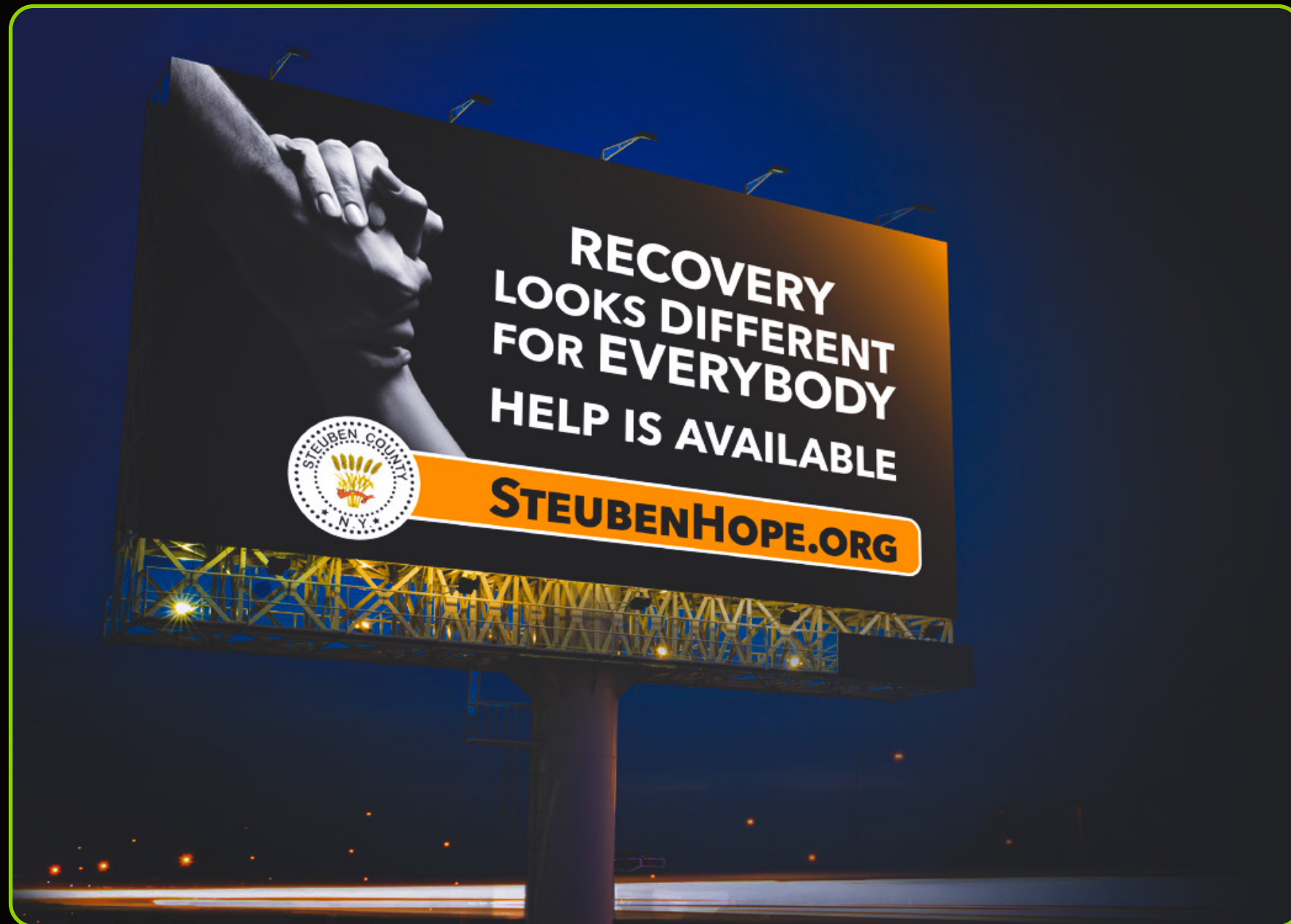
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LIVINGSTON COUNTY
DEPARTMENT OF HEALTH

MORE THAN

**FREE
NARCAN® &
TEST STRIPS**

OUTDOOR & BILLBOARDS



VAPING AWARENESS & EDUCATION CAMPAIGN

Print

Posters & fliers are affordable, effective tools for educating young people about the risks associated with vaping.

- Visually engaging designs can capture attention & present health facts in a clear, memorable way.
- These visuals can serve as simple, powerful tools in schools, community centers & other places young people congregate.
- Useful in raising awareness about nicotine addiction & other dangers through easily digestible content.
- Many sizes & quantities available.



Flyers

- 2 - 6 designs of fliers speaking to young adults, targeted specifically to young men & young women. 1,000 copies & a downloadable file.

Posters

- 2 - 4 designs of posters speaking to young adults.
- 100 copies & a downloadable file.

CUSTOM LANDING PAGE

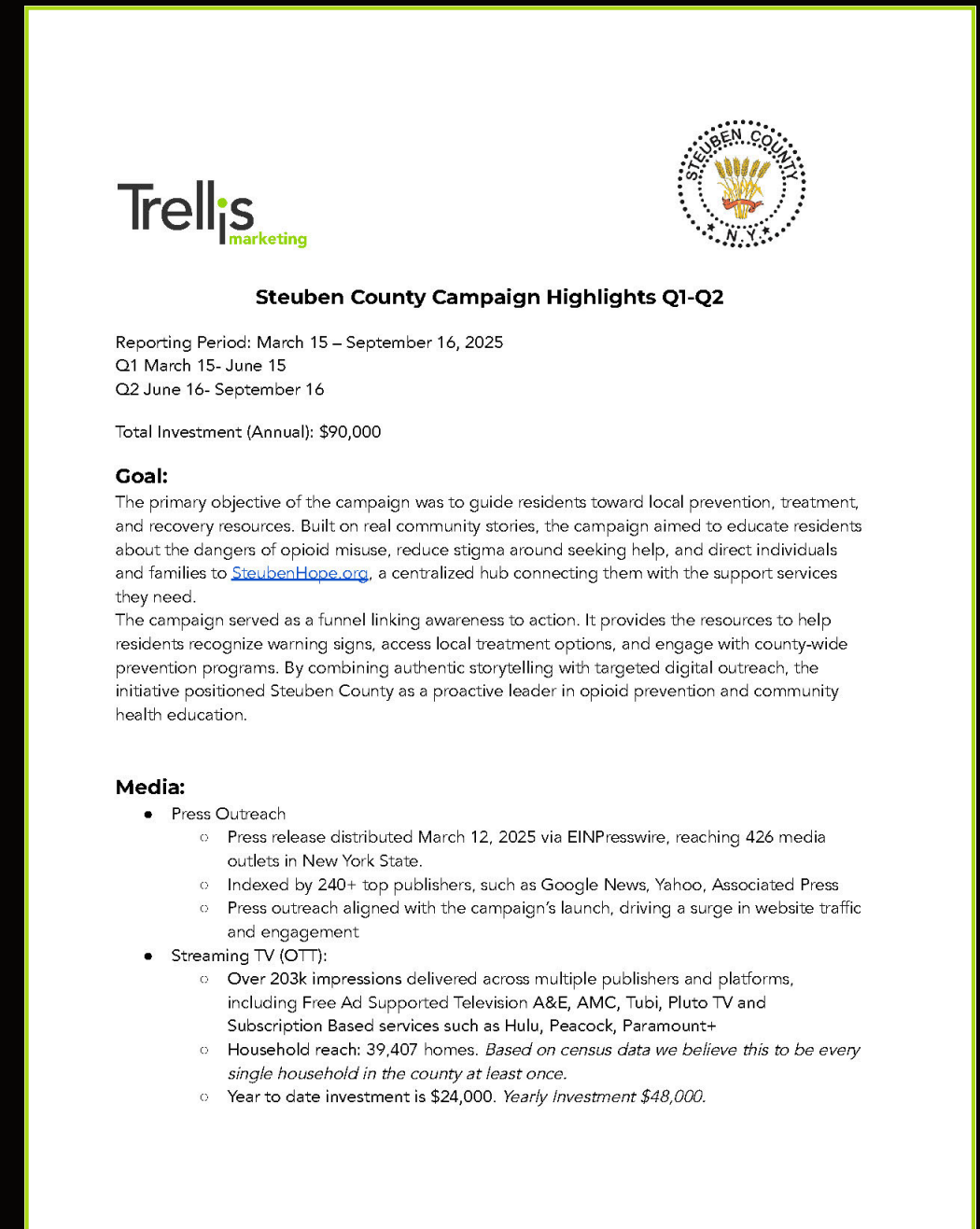
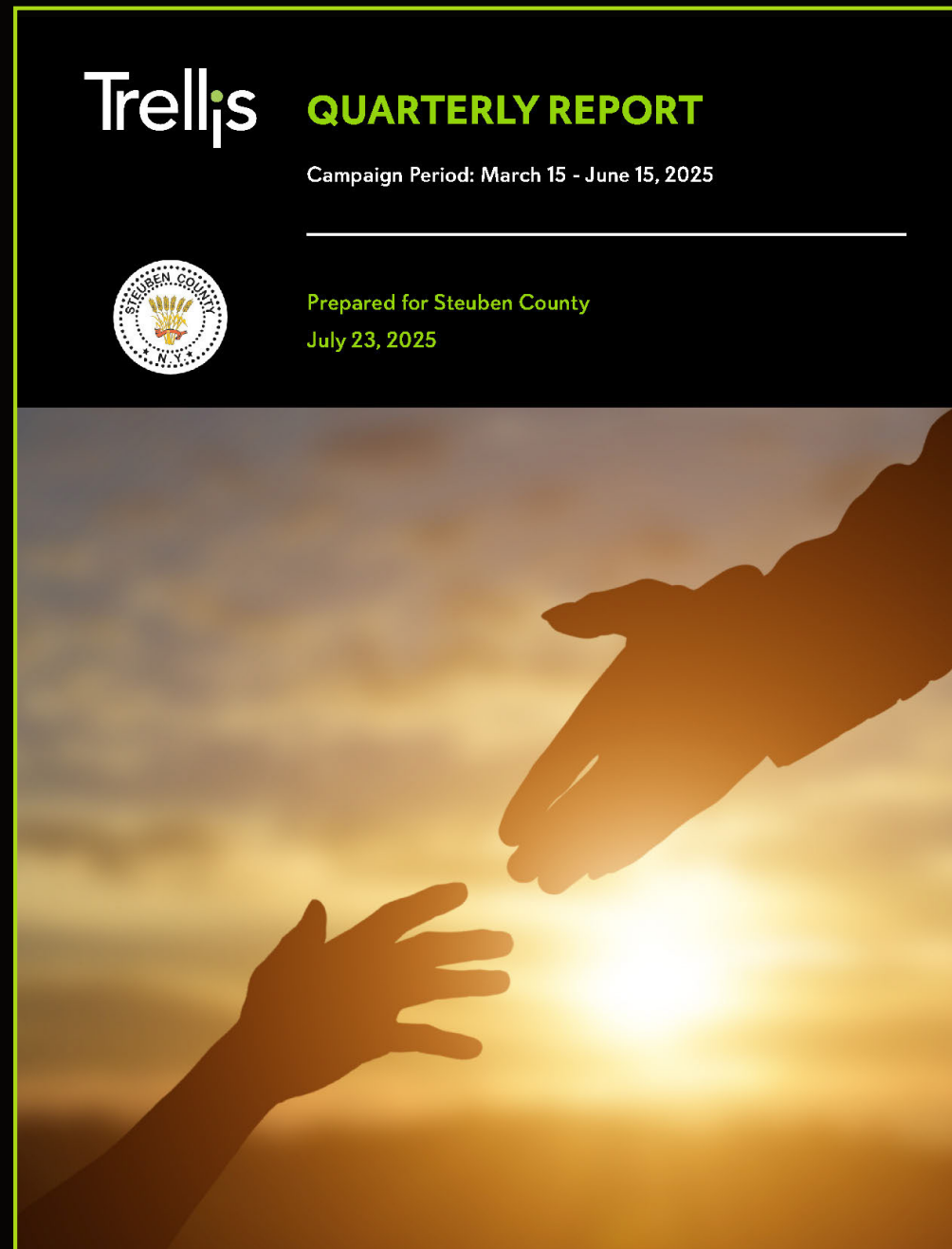
Custom landing page includes
hyper-local connections to care.





QUARTERLY ANALYTICS AND REPORTING

Trellis provides clear, easy-to-understand reports that combine results from all campaign platforms into one comprehensive, easy-to-read document.





LET'S RECAP

We invite you to partner with Trellis in these impactful campaigns to address the opioid & vaping crises.

Our sole source products are turnkey & easy-to-adopt, allowing local governments & health agencies to deploy vital messaging quickly, through a variety of media, using your prevention or settlement funds.

Collaboration through multi-county/regional partnerships are encouraged to maximize reach.

How This Helps

- **Fully Turnkey Solution** designed to strategically deploy Opioid Abatement and JUUL Settlement funds with ease and accountability
- **Evidence-Based Messaging** grounded in data, behavioral research, and nationally and regionally adopted curricula
- **Custom County-Branded PSAs** that reflect your community and build local trust
- **Direct Connections to Care** highlighting real, accessible county resources and support services
- **Comprehensive Reporting & Analytics** providing transparent performance metrics and measurable impact
- **End-to-End Campaign Management** from strategy and creative through media placement – ensuring the right message reaches the right audience
- **High-Visibility Press Support** including professional press releases to amplify reach and public awareness
- **Proven, Results-Driven System** built for adoption, sustainability, and real community impact



SAMPLE AWARENESS & EDUCATION PROGRAM

Sample Investment

At the right is a sample recommended annual investment for NYS counties with a population of less than 50,000.

Custom campaigns can be made based on county resources and population size.

Investment
\$45,000 / year

Element	Annual Investment	% of Total Investment	Description
Streaming TV PSAs	\$ 18,000	40.0%	Your :30 second non-skippable PSAs will be delivered across hundreds of premium networks and feature a QR code leading to your custom landing page. This strategic tactic delivers the power of television with digital precision, as your PSAs will be served to only your county's residents.
Digital Display Ads	\$6,250	13.9%	Your digital display ads will feature five different sizes of PSA creative that will run across thousands of high-profile, popular websites that Internet users in your county are visiting.
Social Media Ads (Facebook & Instagram)	\$6,250	13.9%	All of your :30 second PSAs will be delivered only to Facebook & Instagram users throughout your county.
Project Management / Analytics & Reporting	\$ 4,500	10.0%	Project management includes on-boarding, campaign implementation, performance monitoring, & detailed reporting with analytics.
Customized Video Production	\$ 3,800	8.4%	Your county branding will be featured on the full library (ever-growing!) of PSAs & will be useful in community outreach as well. All PSAs will also be formatted for social media.
Graphic Design	\$ 2,500	5.6%	Professional design services include PSA graphics, display & social media ads, landing page, & any supplemental elements (billboards, rack cards, direct mail, etc.)
Landing Page Creation	\$ 2,200	4.9%	We will craft a custom landing page for your county, that houses links to your harm reduction & prevention resources. Quarterly reporting will detail click-through activity, including resources & phone numbers.
Press Outreach / PR Services	\$ 1,500	3.3%	We will prepare & launch a press release that features a quote about the program from a county representative. Additionally, we will advise & assist on a press conference event.
Total Annual Investment Range	\$45,000	100%	



Amanda Lucchino,
VP/Director of Business Development
amanda@trellismarketing.com
716-725-1271
[Schedule a meeting here!](#)



Cheryl Moore,
Senior Opioid & Nicotine Advisor
Cheryl@trellismarketing.com

Educate. Connect. Measure. Make an Impact.

Questions & Discussion

- ✓ Educate residents with evidence-informed messaging
 - ✓ Connect people to trusted local resources
 - ✓ Reach youth and families where they are
 - ✓ Demonstrate measurable community impact
- ✓ Collaboration through multi- county/regional partnerships are encouraged to maximize reach.



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Cheryll Moore,
Senior Opioid & Nicotine Advisor
Cheryll@trellismarketing.com

Submitted Questions

Q: How other counties are using Opioid Settlement Funds. This should include creative ideas for sustainability

Q: Have any counties successfully used opioid abatement or JUUL settlement funds to develop prevention and education campaigns specifically for justice-involved individuals returning to the community? If so, what strategies have been most effective?

Q: Looking forward to hearing branding and education that other counties are doing as well as approved uses of funds and partnerships.